

ORDER



Orders
Order / Rev: 704257
Alt Order #: 06261693
Product Desc: AMERICANS FOR PROS
Estimate: 1126
Flight Dates: 08/08/12 - 08/14/12
Original Date / Rev: 08/02/12 / 08/02/12
Order Type: Political

KARE

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Mentzer Media Services/ POL
Buying Contact:
Billing Contact:
 600 Fairmount Ave. Suite 306
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Americans For Prosperity
Demographic: A50+
Product Codes: IS-Candidate/Presidential
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/14/12	27	\$70,800.00	\$60,180.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	27	\$70,800.00	\$60,180.00	0.00
Totals	27	\$70,800.00	\$60,180.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KARE	27%	\$70,800.00
Market	100%	\$262,222.22

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KAWB	0%	\$0.00
KAWE	0%	\$0.00
KCCO	0%	\$0.00
KCCW	0%	\$0.00
KFTC	0%	\$0.00
KMSP	13%	\$34,088.89
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	0%	\$0.00
KSTP	18%	\$47,200.00
KTCA	0%	\$0.00
KTCI	0%	\$0.00
KWCM	0%	\$0.00
UNKWN	0%	\$0.00
WCCO	41%	\$107,511.11
WFTC	1%	\$2,622.22

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Advertiser: Americans For Prosperity
 Product Desc: AMERICANS FOR PROS
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KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KARE	08/08/12	08/10/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a -- WTF--	:30	3	\$1,000.00	P-2	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	08/06/12	08/12/12	-- WTF--		3		\$1,000.00		0.00				
E 2	KARE	08/08/12	08/10/12	Today Show Today Show	CM	7-9a -- WTF--	:30	6	\$1,500.00	P-2	0.00	NM	6	\$9,000.00
	2X MAX/DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	08/06/12	08/12/12	-- WTF--		6		\$1,500.00		0.00				
E 3	KARE	08/08/12	08/10/12	M-F 4-430p KARE 11 4 News	CM	4-430P -- WTF--	:30	3	\$400.00	P-2	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	08/06/12	08/12/12	-- WTF--		3		\$400.00		0.00				
E 4	KARE	08/08/12	08/10/12	M-F 6-630p KARE 11 6 News	CM	6-630p -- WTF--	:30	3	\$1,300.00	P-2	0.00	NM	3	\$3,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	08/06/12	08/12/12	-- WTF--		3		\$1,300.00		0.00				
E 5	KARE	08/08/12	08/10/12	Olympics Zone Olympic Zone	CM	630-7P -- W-F--	:30	2	\$4,000.00	P-2	0.00	NM	2	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	08/06/12	08/12/12	-- W-F--		2		\$4,000.00		0.00				
E 6	KARE	08/08/12	08/10/12	Olympic Late News Olympic Late News	CM	11-1130P -- W-F--	:30	2	\$3,000.00	P-2	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	08/06/12	08/12/12	-- W-F--		2		\$3,000.00		0.00				
E 7	KARE	08/10/12	08/10/12	Olympics Prime Olympics Primetime	CM	7-11P ---- F--	:30	1	\$18,000.00	P-2	0.00	NM	1	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	08/06/12	08/12/12	---- F--		1		\$18,000.00		0.00				
E 8	KARE	08/11/12	08/11/12	Sat 5-530p KARE 11 5 News Sa	CM	5-530P ----- S-	:30	2	\$650.00	P-2	0.00	NM	2	\$1,300.00
	2X MAX/DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	08/06/12	08/12/12	----- S-		2		\$650.00		0.00				
E 9	KARE	08/12/12	08/12/12	Olympics Closing Cerem Olympics Closing Cer	CM	6-10P ----- S	:30	1	\$17,000.00	P-2	0.00	NM	1	\$17,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	08/06/12	08/12/12	----- S		1		\$17,000.00		0.00				
E 10	KARE	08/13/12	08/14/12	M-F 4-430p KARE 11 4 News	CM	4-430P MT-----	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	08/13/12	08/19/12	MT-----		2		\$400.00		0.00				
E 11	KARE	08/13/12	08/14/12	M-F 6-630p KARE 11 6 News	CM	6-630p MT-----	:30	2	\$1,300.00	P-2	0.00	NM	2	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	08/13/12	08/19/12	MT-----		2		\$1,300.00		0.00				
Totals												27	\$70,800.00	